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(54) **TAGGING OBJECTS IN AUGMENTED REALITY TO TRACK OBJECT DATA**

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**ABSTRACT**

There are provided systems and methods for tagging objects in augmented reality to track object data. A user may capture visual data utilizing a device at a location, where the visual data includes one or more objects that the user may wish to associate with a purchase or sell offer. A device may perform object recognition to identify the object and an identifying characteristic of the object. A service provider may then receive offer details and may generate a graphical object or other virtual data that can be displayed with the object in an augmented reality experience. Later, when the object is identified in another augmented reality experience on a different device, the virtual graphic may be displayed, which may show the offer for the object. Further, the augmented reality may be used to process a transaction for the object and track the object.

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